

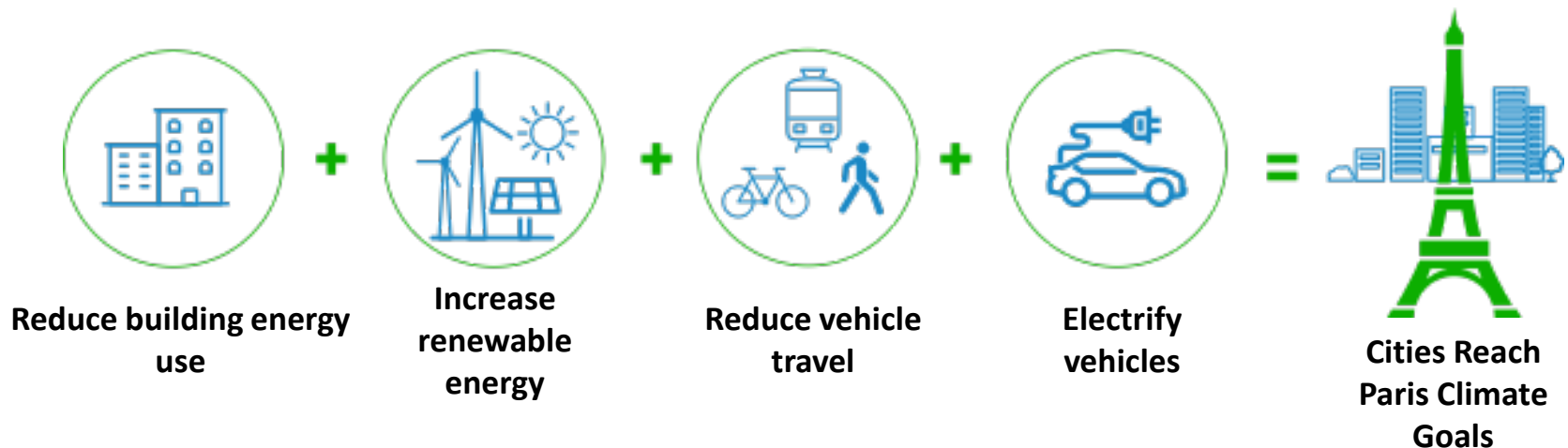
American Cities Climate Challenge

City of Austin
2019-2020

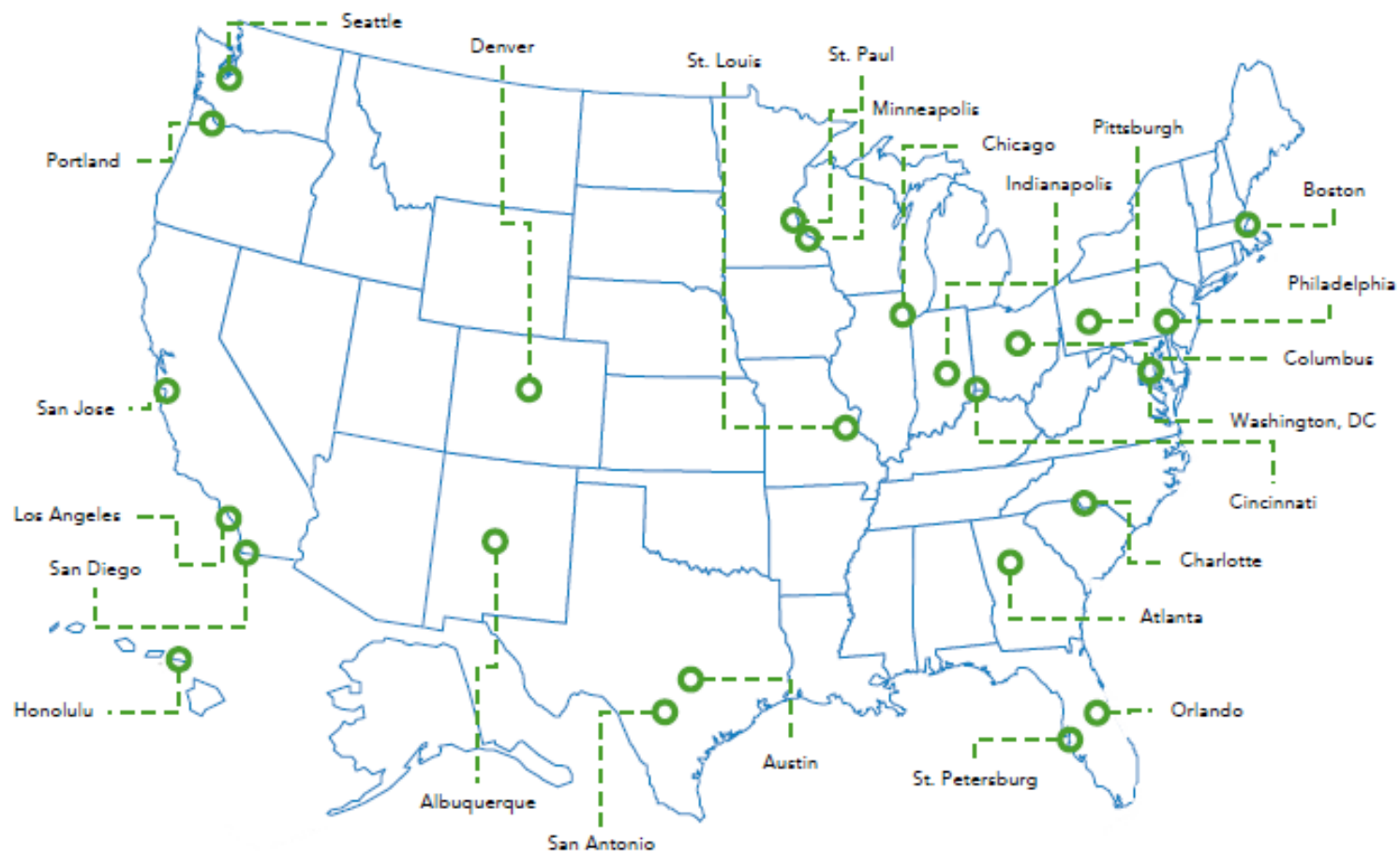


About the American Cities Climate Challenge

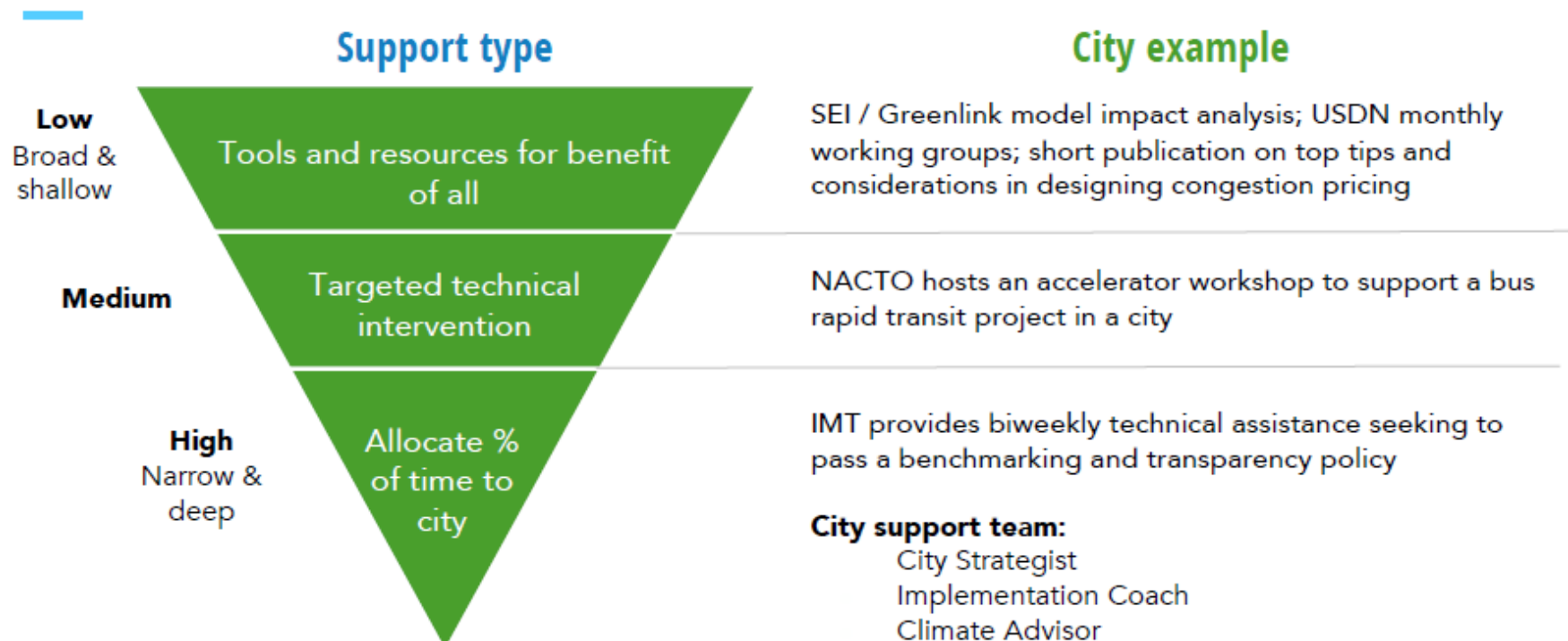
The **American Cities Climate Challenge** is a Bloomberg Philanthropies initiative that aims to accelerate and deepen U.S. cities' efforts to create the **greatest climate impact through 2020** and showcase the benefits – **good jobs, cleaner air, and cost savings** – that climate solutions brings.



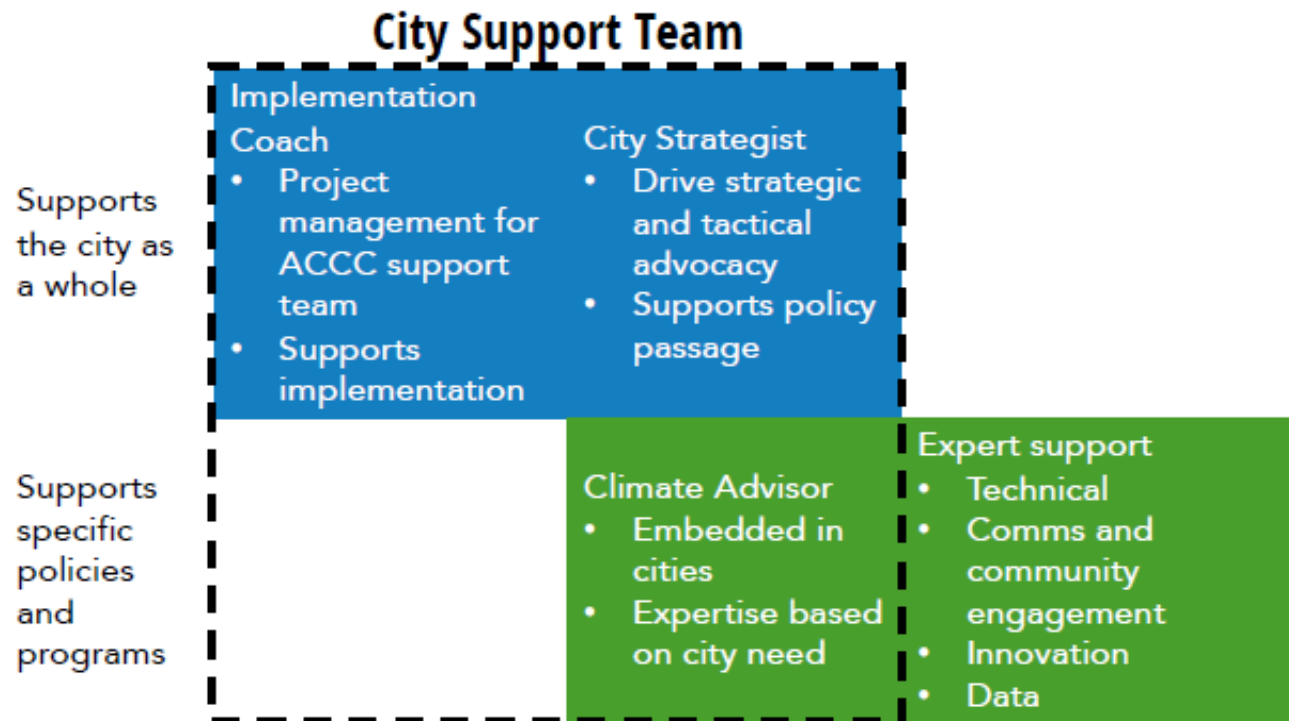
THE ACCC WINNERS SPAN THE COUNTRY



WE WILL PROVIDE THREE LEVELS OF SUPPORT TO CITIES



THE ACCC SUPPORT MODEL COMBINES TECHNICAL EXPERTISE, ADVOCACY, AND IMPLEMENTATION MANAGEMENT



We plan to use a core set of strategy and delivery plans to design and implement our work and a dashboard to achieve ongoing insights

Strategy Plan

Big picture goal-setting tool to help align vision and resource needs



Delivery Plan

Detailed milestone-planning tool to track progress across tasks



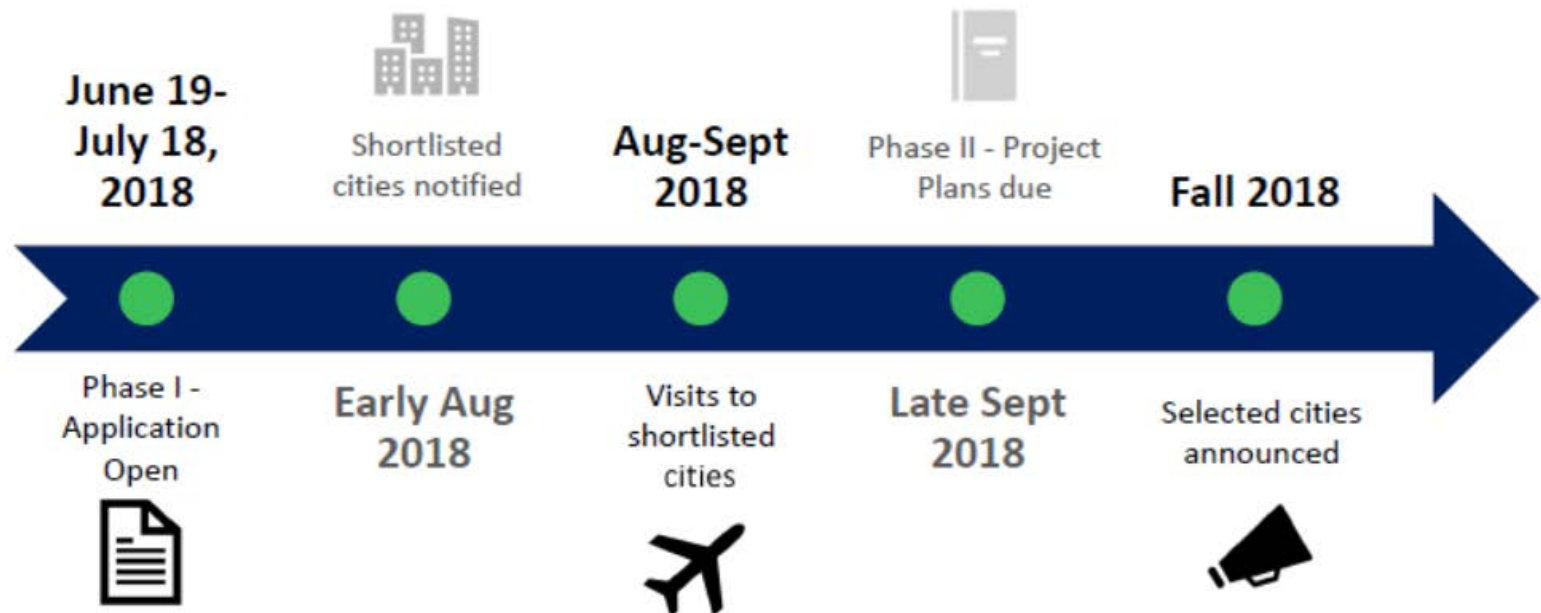
Dashboard

High-level performance management tool providing an aggregated, city-wide view of progress

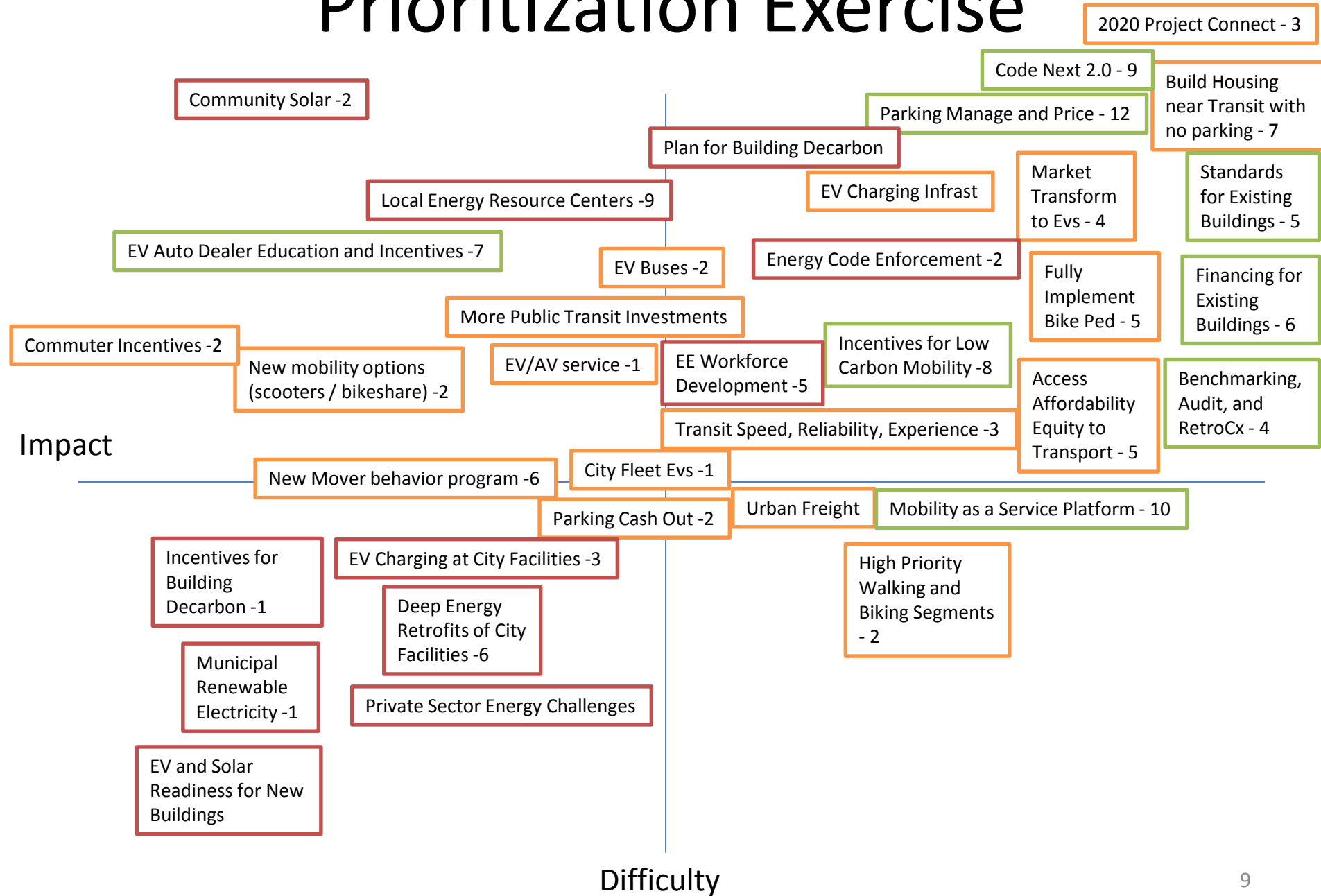


Austin Application / Workplan

Application Timeline



Prioritization Exercise



Vision

The **City of Austin** has committed to **ambitious energy savings and emissions reductions targets**

↓22%

by 2020

↓45%

by 2030

Strategies



REDUCE EMISSIONS FROM TRANSPORTATION

by expanding EV education and incentives, commuter incentives, parking management and pricing, and expanding new mobility options.



LOWER ENERGY CONSUMPTION

through benchmarking, audit, and efficiency in existing buildings

Goals (end of 2020)

EV Education and Incentives: Over 10,000 EVs on the road by 2020 (100% increase over 2018)

Commuter Incentives: Pursue 250 new participating employers with over 15,000 employees

Parking Management and Pricing: Implement performance-based parking management strategies, and “recode the curb” to create more dynamic uses and encourage non-SOV usage.

New Mobility Options: Scale the implementation of dockless mobility using a Mobility as a service approach

Retrocommissioning Municipal buildings: 10 of the largest City facilities Retrocommissioned

Energy Efficiency in Commercial buildings: 1MW of peak demand reduction and 1 GWh of energy savings

Action 1: Electric Vehicle Education and incentives

2020 Goal

What would success look like in 2020?



100% of local car dealers that sell EVs engaged



5,000 EVs purchased



100% of new EV owners participating in an AE rebate or program for charging

Description

Austin Energy will continue to provide rebates toward EV purchases and charging and will begin educational outreach and engagement of car dealerships to incentivize them to sell more EV / make sales of EVs easier for consumers. Develop a toolkit for customers focused on the EV buying experience and implement the program.

Ownership

Who is the primary lead?

Bobby Godsey, Conservation Program Specialist,
Austin Energy EV Program

Key Indicators

What metrics will measure success?

of car dealers engaged
of customers educated
of participants in EV incentive programs
of EVs sold in Austin

Resources

What resources, support, or partners are critical?

Market research and engagement with local Car Dealers, Consulting assistance to design an engagement program, training, and materials, Online resources for buyers and sales staff.

Action 2: Commuter Incentives

2020 Goal

What would success look like in 2020?



Pursue Commuter Incentive engagements with 250 new employers and



Engage 15,000 new employees in commuter incentive programs



New programs designed, tested, implemented, and yielding results

Description

We will implement at least two new behavior nudge programs that encourage alternate commute modes to targeted community segments based on behavioral science, market research, surveys and polling, and community engagement.

Ownership

Who is the primary lead?

Tien-Tien Chan, Senior Business Process Consultant, Transportation Department

Key Indicators

What metrics will measure success?

new employers offering incentives
new employees participating in incentive programs
of SOV trips avoided

Resources

What resources, support, or partners are critical?

Project Management, consulting on program design, Incentives for employees, Communications/collateral materials/marketing to engage employees

Action 3: Parking Management and Pricing

2020 Goal

What would success look like in 2020?



Implement a performance-based parking management strategy to reduce trips and keep 15% of parking spaces open all times



75% recapture rate for metered fee collection



“Recode the curb”, to utilize public space in a manner that encourages non-SOV usage

Description

Execute a three part strategy to implement a performance-based parking management strategy, recode the curb”, to view and utilize public curb space in a manner that encourages non-SOV usage and pilot stripping some parking for the placement of dockless mobility “Parking Boxes”

Ownership

Who is the primary lead?

Jason Redfern, Manager of Parking Enforcement, Transportation Department

Key Indicators

What metrics will measure success?

% of spots covered by new policies
% availability of downtown parking spots
% reduction in SOV trips

Resources



What resources, support, or partners are critical?

Peer City networking, expert consulting guidance on program design, Stakeholder engagement assistance, Communications and outreach support

Action 4: Encourage New Mobility Options

2020 Goal

What would success look like in 2020?

-  New bikes/shared mobility vehicles added to city infrastructure
-  More users who come from disadvantaged communities
-  Measurable increase in SOV trips avoided

Description

With widespread bikeshare and scooter share already available through Lime, Bird, Jump, Bcycle, and others, work with RideReport to build a new platform to scale the implementation in an accessible and equitable way. Specifically work on adoption of this new shared platform and develop policies and programs around safety and proper parking that meets accessibility requirements.

Ownership

Who is the primary lead?

Jason JonMichael, Assistant Director, Transportation Department

Key Indicators

What metrics will measure success?

of new bikes/shared mobility units added
of daily trips per unit
of SOV trips avoided
% of users who come from disadvantaged communities.

Resources

What resources, support, or partners are critical?

Technical and policy assistance, Best practices & governance around P3 business development and operations, Consulting on behavior change and how to leverage dockless mobility and other future ELSV shared mobility MaaS to enable increased use of non-SOV modes for short trips

Action 5: Deep energy efficiency retrofits and retro-commissioning (RCx) of municipal facilities

2020 Goal

What would success look like in 2020?



10 of the largest city buildings Retrocommissioned along with other energy and water efficiency improvements implemented



Energy, water, and \$ savings measured and verified



Best practices shared with the public to demonstrate City Leadership

Description

Complete RCx and energy efficiency upgrades in the top 10 municipal buildings identified for maximum cost savings in a 2015 energy study; also prioritize implementation of low cost efficiency measures and operational changes in highest energy users.

Ownership

Who is the primary lead?

Cavan Merski,
Senior Business Systems Analyst, Office of Sustainability

Key Indicators

What metrics will measure success?

sq ft RCx'd
of buildings work completed in kW, kWh, and gallons of H2O saved

Resources

What resources, support, or partners are critical?

Project Management, Project prioritization, Leadership buy-in and budget support, Measurement and Verification of Savings

Action 6: Benchmarking, Dashboards and Energy Advisor for Existing Commercial Buildings

2020 Goal

What would success look like in 2020?



1MW in peak demand avoided



1 GWh in electricity savings



Improved program and customer offering for Austin commercial building owners

Description

Austin Energy coordinated outreach and marketing focused on identified high energy users via ECAD benchmarking data to offer the Energy Profiler Online (EPO) to better understand usage patterns and further empower building managers / owners to reduce energy consumption through upgrades, behavioral modifications, building controls and monitoring.

Ownership

Who is the primary lead?

Manual Garza, Customer Energy Solutions, Austin Energy

Key Indicators

What metrics will measure success?

of buildings participating
of rebates fulfilled
kW and kWh savings

Resources

What resources, support, or partners are critical?

Technical assistance and consulting on program design, Marketing and outreach campaign, Consulting assistance on tracking performance

Next Steps

- Hire NRDC Climate Advisor
- Engage City Leadership
- Build out 6 Detailed Work Plans
- Report Back on Progress